

The Right Step Forward



INTERNATIONAL BUSINESS

CENTRAL EUROPEAN BUSINESS REALITIES

UNIVERSITY OF ECONOMICS, PRAGUE

FACULTY OF INTERNATIONAL RELATIONS



UNIVERSITY OF ECONOMICS, PRAGUE

The University of Economics, Prague (Vysoká škola ekonomická v Praze – VŠE) is the leading university in the fields of management and economics in the Czech Republic with almost 15 000 students and 700 professors.

VŠE places a high priority on the development of international relations, and nowadays it has more than 200 partners from Europe, North and South America and Asia. The University of Economics, Prague, is a member of many international organizations (EFMD, EUA, EIASM, Consortium of International Double Degree, etc.) and prestigious networks such as "Community of European Management

Schools and International Companies" (CEMS) or the consortium of leading international business schools "Partnership in International Management" (PIM). Graduates are highly demanded by both the private and public sectors.

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INTERNATIONAL BUSINESS

Central European Business Realities

(Two-year full-time master's program taught in English)

The International Business master's program was established to address the specificities and characteristics of the Central European business environment within the framework of the increasing trends of globalization. It provides students with a comprehensive business education in the main fields of economics, management, finance, marketing and negotiations. Students are offered the possibility to fulfill part of their study obligations abroad as one-year double degree or one-semester exchange students.

International Recognition

In February 2012, the IB program received the prestigious, international EPAS accreditation from the European Foundation for Management Development and defended it successfully in 2015 and 2018 for the period of 5 years. EPAS is the hallmark of excellence in international business education.

Program Objectives

The International Business – Central European Business Realities program is aimed at preparing students for their management tasks and leadership roles in a multicultural entrepreneurial environment, in either national or multinational companies. It provides students with in-depth knowledge and skills reflecting both the global and specific Central European economic and business trends.

After successful completion of the program, students' management abilities will include an interdisciplinary approach to the management of complex processes in the European and namely the Central European markets. The graduates will be able to bridge theoretical prerequisites and practical applications, to analyze regional European markets in connection with their national specificities and historical developments, to develop business strategies tailored to European realities, to consider the financial aspects of their decisions and to successfully apply intercultural differences in various negotiations.

Achievement of the program goal is guaranteed by professors at the University of Economics, Prague and by Academic Worldwide Capacities (international faculty and visiting professors).

The program consists of major subjects and a minor specialization that provides students some flexibility according to their specific study interests and preferences. Complementary to the program objectives, several courses with economic issues related to Central Europe or to cultural areas of the global economy are offered; they are available starting from the third semester. The program finishes with a master's thesis and two state exams (major subjects and minor specialization).

Degree (double degree)

The International Business Master's degree is a national degree awarded by the University of Economics, Prague. The graduates are entitled to use the title Ing.per Czech legislation. Students also have the option to undertake their second academic year in France at the **University of Lyon Business & Management School** (Université Jean Moulin, Lyon 3), in Germany at the **University of Applied Sciences** (Hochschule Mainz), in Austria at the **MCI Management Center Innsbruck**, in Poland at the **Warsaw School of Economics**, in Sweden

at the **Linnæus university**, in Finland at the **Vaasa university** and at the **Lappeenranta University of Technology** or in Switzerland at the **International University in Geneva**. The partner programs are fully compatible with the Czech International Business – Central European Business Realities program. Students that have chosen this option graduate with degrees (double degree) from the Czech and partner universities.

Program schedule (Academic year)

Each semester consists of 13 weeks and a following examination period (3–4 weeks). **Winter semester** begins in mid-September, and the examination period is in January. **Summer semester** begins in mid-February, and the examination period is in May/June. The first semester of study is preceded by a matriculation period. Students of the IB program are invited to participate in an **Orientation week**, which is scheduled before the start of the academic year and allows students to familiarize themselves with several systems, rules and databases of the university.

Fee

Application fee: EUR 50

Tuition fee: EUR 3,800 per academic year





COURSES

	Course	ECTS credits
Major specialization Compulsory courses total 62 ECTS	Intermediate Microeconomics	3
	Intermediate Macroeconomics	3
	International Economics	3
	International Finance	6
	Ethics, Responsibility and Sustainability in Business	3
	Comparative Government of Central and Eastern Europe	5
	International Marketing	6
	Information Technologies in Entrepreneurship	6
	International Corporate Finance	6
	International Trade	6
	International Management	6
	Elementary Czech 1, 2 – for foreigners	6
	Foreign language – for Czech and Slovak students	6
	Diploma Thesis Seminar	3
Major specialization Optional courses total 9 ECTS	Global Business Strategy	3
	International Financial Markets	3
	Cross Cultural Business Negotiations	3
	Protection of Intellectual Property (Innovations)	3
	Consumer Experience Management	3
	Doing Business in Russia	3
	Global Marketing Management	3
	Maritime and Multimodal Transportation	6
	Business Strategies	3
	Fundamentals of Accounting	3
	Communication Management in the Public Sector	3
	Minor specialization Business Practices total 30 ECTS	International Marketing Communications
Management Accounting		6
International Business Operations		6
Trade Policy in Central European Countries		6
Optional courses		6
Final exams total 19 ECTS	Major specialization: International Marketing, International Trade, International Management, International Finance	6
	Minor specialization: Business Practices	3
	Master's thesis	10

ADMISSION PROCEDURE

Requirements

The International Business Program is designed for students from all over the world who have completed their bachelor's study, irrespective of their field of study. However, previous economic and/or business education is an advantage. The **bachelor's diploma** must be officially recognized by one of the public Czech Universities or the Ministry of Education, Youth and Sport of the Czech Republic. The University of

Economics, Prague, provides reasonable assistance to applicants for completing the recognition process. Recognition is not required for graduates from Czech and Slovak Universities.

Other requirements consist of a structured **Curriculum Vitae** in English, academic or professional **reference** and an **English certificate**.



How to apply

THE APPLICATION DEADLINE IS USUALLY AT THE END OF APRIL EACH YEAR. FOR THE EXACT DAY, PLEASE CONSULT THE WEB PAGES OF THE PROGRAM. YOU WILL ALSO FIND THE APPLICATION FORM AND A DETAILED DESCRIPTION OF THE OTHER ADMISSION REQUIREMENTS ON THESE PAGES.



Entrance exam

APPLICANTS COMPLETE THE ENTRANCE EXAM VIA LONG-DISTANCE FORM. THE PROCEDURE CONSISTS OF AN ESSAY ON A GIVEN ECONOMIC TOPIC AND A MOTIVATIONAL LETTER, BOTH OF WHICH NEED TO BE WRITTEN IN ENGLISH. THE ENTRANCE EXAM WILL TAKE PLACE WITHIN THREE DAYS OF THE APPLICATION DEADLINE.





VŠE STUDENT FACILITIES

Student status

Students of the International Business program obtain a student ID card which allows them to use the facilities and services offered by the university, i.e. library, canteen, computer laboratory, WiFi connection, etc. They also benefit from other student advantages, for example public transport student tariffs and other reductions provided by the state and private institutions.

Libraries and Information technologies

The university's library is open for students, subject to a simple registration procedure. The library contains more than 480 thousand books, electronic information resources and many international journals. The International Business program also has its own library to offer some study books. Students can visit and use other public libraries in Prague. Computer labs and free access to WiFi are available on the university campus as well as in the dormitory.

Sports Centre

Students are eligible to use a variety of sports facilities at the university.

Accommodation and Meals

The JAROV university dormitory is available for students. It is situated in the Žižkov district of Prague 3, which is approximately 20 minutes from the university. Double-bedded rooms are equipped with Internet access. Students can eat at the canteens on the university campus and at the Jarov dormitory for student (lower) prices. There are also other meal opportunities (cafeterias, Academic Club).

Mentorship: Buddy System

The ESNVŠE Praha – Buddy System is an Erasmus Student Network organization that facilitates the student and social life of foreign students in the Czech Republic. Students from abroad are offered the possibility to pair up with a Czech student who will help them to settle more easily into the new environment. The organization helps before arrival and during the stay, especially during the first few days. Foreign students are accompanied from the airport or the train/bus station to the dormitory and are provided with a basic orientation to the city and school, assisted with school and other formalities (school ID card, public transport pass, etc.) The Buddy System organizes trips, meetings, parties and other activities for students throughout the entire academic year.

IB Alumni Club (IBAC)

A network of three hundred graduates from the program provides an opportunity for exchanging experiences, finding new jobs, meeting during business trips, and sharing new business approaches. IBAC meets each year in November in Prague.





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